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PTO/SB/05 (03-01) Approved for use through 10/31/2002. OMB 0651-0032

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UTILITY **PATENT APPLICATION TRANSMITTAL**

13372-102 Attorney Docket No. Vijay Mayadas First Inventor SYSTEM AND METHOD FOR TARGETING

(Only for new nonprovision	nal applications under 37 CFR 1.53(b)) Expres:	s Mail Label No	EL37752	6119US
	TION ELEMENTS	1	RESS TO:	Box Patent Ap	
1. X Fee Transmittal F. (Submit on original and a Applicant claims s See 37 CFR 1.27. 3. X Specification (preferred arrangemen - Descriptive title - Cross Reference - Statement Regions a computer programment of a Prief Summary	[Total Pages 12] I set forth below) of the invention te to Related Applications arding Fed sponsored R & D equence listing, a table, orogram listing appendix the Invention of the Invention in of the Drawings (if filed)	7	Computer Proceedings of the Computer Proceedings of the Computer Respectification Sequential i. Departments of the Computer Statements of the Computer Statements of the Computer Proceedings of the Computer Procedure Procedure Procedures of the Computer Proced	gram (Appendix ino Acid Seque essary) eadable Form (C ence Listing or OM or CD-R (2 verifying identity NG APPLIC apers (cover sh	e, large table or c) ence Submission CRF)
- Abstract of the 4. X Drawing(s) (35 U 5. Oath or Declaration a. X Newly exect Copy from a (for continua) i. DELET Signed stanamed in 1.63(d)(2) 6. Application Data 18. If a CONTINUING APPLI or in an Application Data She Continuation Prior application information: For CONTINUATION OR DIVISIONAL CONTINUATION CONTINUATION OR DIVISIONAL CONTINUATION CON	I.S.C. 113) [Total Sheets 2 Lotal Pages 2 Lotal	15. [16. [17. [supply the requestion of the prior app	(when there is English Trans Information E Statement (IE Preliminary A Return Received (Should be sponsor) Certified Copy (if foreign price) Nonpublication (b)(2)(B)(i). A or its equivalent of the company of the comp	s an assignee) slation Docume bisclosure DS)/PTO-1449 mendment ipt Postcard (M pecifically itemin y of Priority bo onty is claimed) on Request und pplicant must a ent. OST Card an oath or decla	Attorney Int (if applicable) Copies of IDS Citations PEP 503) Cument(s) Ier 35 U.S.C. 122 Ittach form PTO/SB/35 Iereliminary amendment, Iereliminary amendment, Ieration is supplied under
Box 5b, is considered a part of	For CONTINUATION OR DIVISIONAL APPS only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.				
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Name (Print/Type)	Christine M. Kuta	Reg	istration No. (Atto	orney/Agent)	38,001
Signature	Charte M Lite			Date	March 29, 2001

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FEE TRANSMITTAL for FY 2001

Patent fees are subject to annual revision.

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Application Number		
Filing Date	Herewith	
First Named Inventor	Vijay Mayadas	
Examiner Name		
Group Art Unit		
Attorney Docket No.	13372-102	

METHOD OF PAYMENT	FEE CALCULATION (continued)			
The Commissioner is hereby authorized to charge	3. ADDITIONAL FEES			
1. X indicated fees and credit any overpayments to:	Large Small			
Deposit Account 03-2410 Order No.:	Entity Entity	E Dalai		
Number133.77-107	Fee Fee Fee Fee Fee Description Code (\$) Code (\$)	Fee Paid		
Account Name Perkins, Smith & Cohen	105 130 205 65 Surcharge - late filing fee or oath			
X Charge Any Additional Fee Required Under 37 CFR 1.16 and 1.17	127 50 227 25 Surcharge - late provisional filing fee or cover sheet			
	139 130 139 130 Non-English specification			
X Applicant claims small entity status. See 37 CFR 1 27	147 2,520 147 2,520 For filing a request for ex parte reexamination			
2. X Payment Enclosed:	112 920* 112 920* Requesting publication of SIR prior to			
◯X Check ☐ Credit card ☐ Money ☐ Other	Examiner action			
FEE CALCULATION	113 1,840* 113 1,840* Requesting publication of SIR after Examiner action			
1. BASIC FILING FEE	115 110 215 55 Extension for reply within first month			
Large Entity Small Entity	116 390 216 195 Extension for reply within second month			
Fee Fee Fee Fee Description	117 890 217 445 Extension for reply within third month			
ουαε (ψ) συατ (ψ)	118 1,390 218 695 Extension for reply within fourth month			
101 710 201 355 Utility filing fee 355 106 320 206 160 Design filing fee	128 1,890 228 945 Extension for reply within fifth month			
107 490 207 245 Plant filing fee	119 310 219 155 Notice of Appeal			
108 710 208 355 Reissue filing fee	120 310 220 155 Filing a brief in support of an appeal			
114 150 214 75 Provisional filing fee	121 270 221 135 Request for oral hearing			
· ·	138 1,510 138 1,510 Petition to institute a public use proceeding			
SUBTOTAL (1) (\$) 355.00	140 110 240 55 Petition to revive - unavoidable			
2. EXTRA CLAIM FEES	141 1,240 241 620 Petition to revive - unintentional			
Fee from Extra Claims below Fee Paid	142 1,240 242 620 Utility issue fee (or reissue)			
Total Claims	143 440 243 220 Design issue fee			
Independent Claims - 3** = X = =	144 600 244 300 Plant issue fee			
Multiple Dependent = =	122 130 122 130 Petitions to the Commissioner			
	123 50 123 50 Processing fee under 37 CFR 1.17(q)			
Large Entity Small Entity Fee Fee Fee Fee Description	126 180 126 180 Submission of Information Disclosure Stmt			
Fee Fee Fee Fee Fee Description Code (\$) Code (\$) 103 18 203 9 Claims in excess of 20	581 40 581 40 Recording each patent assignment per property (times number of properties)			
102 80 202 40 Independent claims in excess of 3	146 710 246 355 Filing a submission after final rejection (37 CFR § 1.129(a))			
104 270 204 135 Multiple dependent claim, if not paid	149 710 249 355 For each additional invention to be			
109 80 209 40 ** Reissue independent claims over original patent	examined (37 CFR § 1.129(b))			
110 18 210 9 ** Reissue claims in excess of 20	179 710 279 355 Request for Continued Examination (RCE)			
and over original patent	169 900 169 900 Request for expedited examination of a design application			
SUBTOTAL (2) (\$)	Other fee (specify)			
**or number previously paid, if greater; For Reissues, see above	*Reduced by Basic Filing Fee Paid SUBTOTAL (3) (\$)			
or married provided party in greater, i. c				

Complete (if applicable) SUBMITTED BY Registration No. Telephone 617-854-4000 38,001 Christine M. Kuta Name (Print/Type) Date March 29, 2001 Signature

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